

NEW PACKAGING FOR MDC DOCTOR BLADES.



NEW MDC DOCTOR BLADE BOX

The modern design of the new MDC doctor blade box offers numerous advantages over the current packaging. The transparent lid gives the user a direct view of the remaining available quantity, which allows for a quick determination of when to reorder. Additionally, the MDC doctor blade box offers protection against misuse: the new lid features a predetermined breaking point and can therefore only be used once. This ensures that you will only receive the original doctor blades from MDC. Another advantage of this new design is that less raw materials are used, which allowed us to reduce weight in an effort to lessen the impact on our environment.

HANDLING

The new and unique packaging system also prevents retraction of the doctor blade roll. The user can unwind the roll to the last meter without any pull-back of the doctor blade. However, to achieve this, the doctor blade box must be placed in an upright position. Stickers applied on each box will visualize this step (see image on the right). The added QR code will show a 3D animation of this new packaging and its handling.

MARKET LAUNCH

The new MDC doctor blade box will be launched effective April 2020 and replace - in parallel - the previous packaging. Your local partner will be happy to answer any questions you may have.

